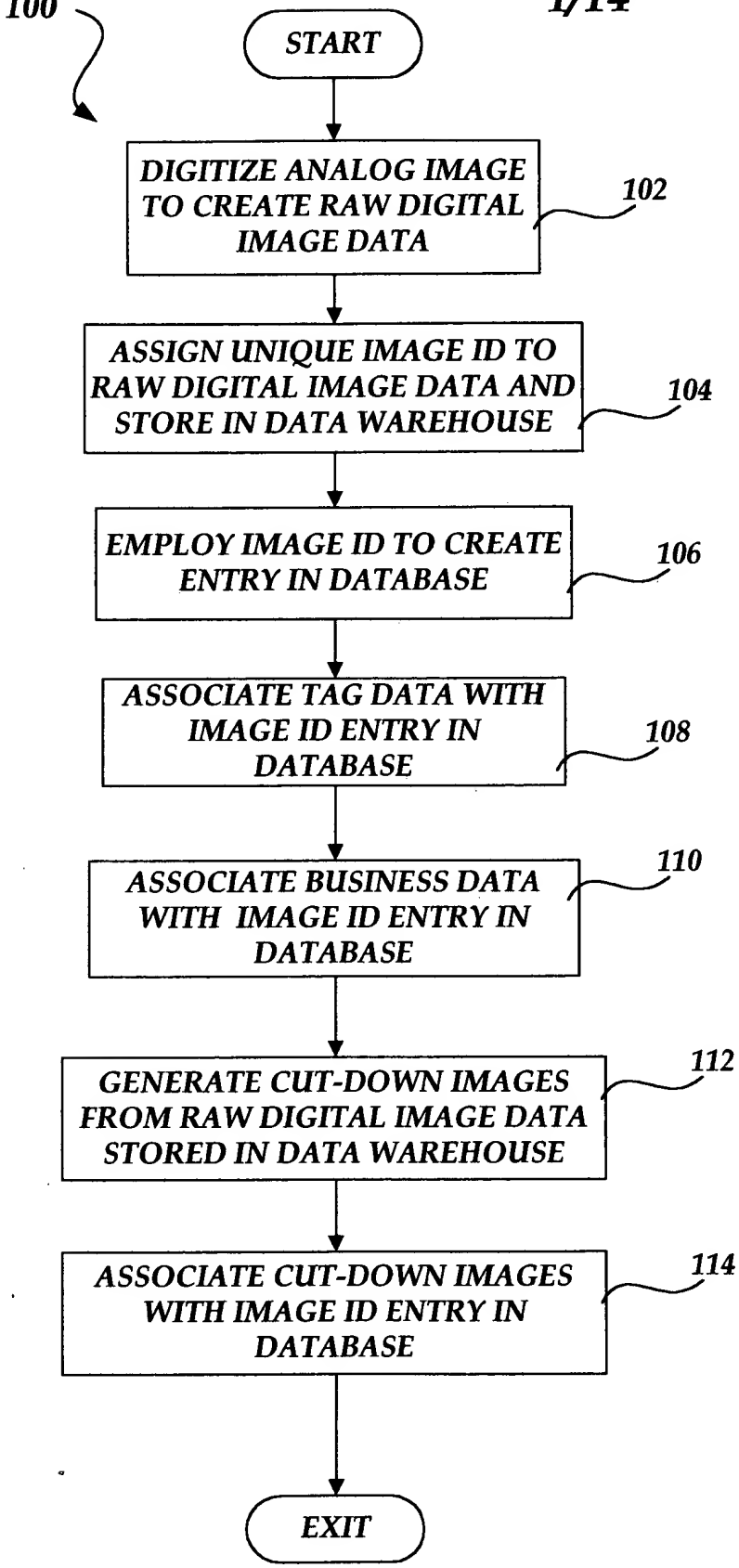


FIG. 1

09547454 - 060200

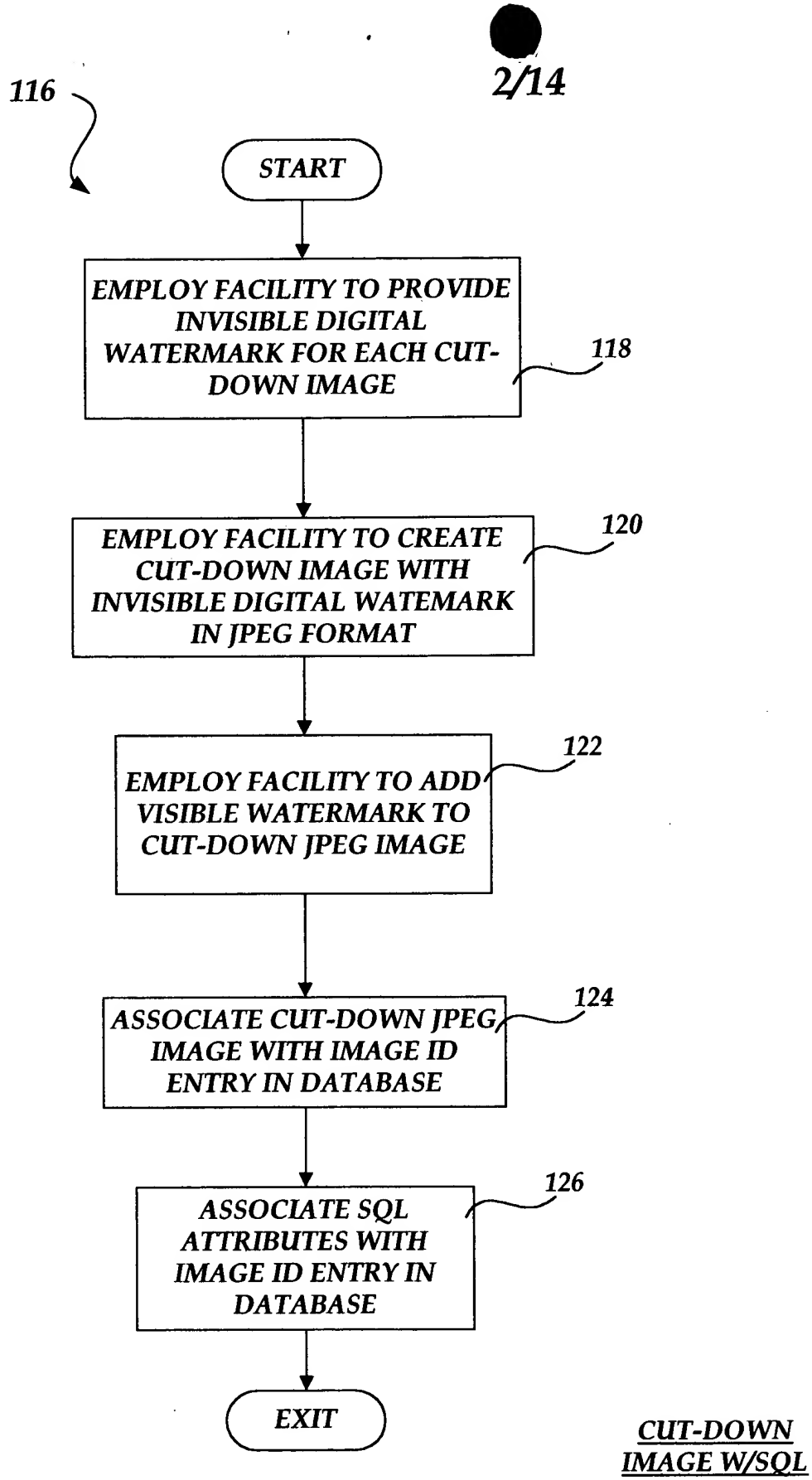


FIG. 2

0020604 - 042705

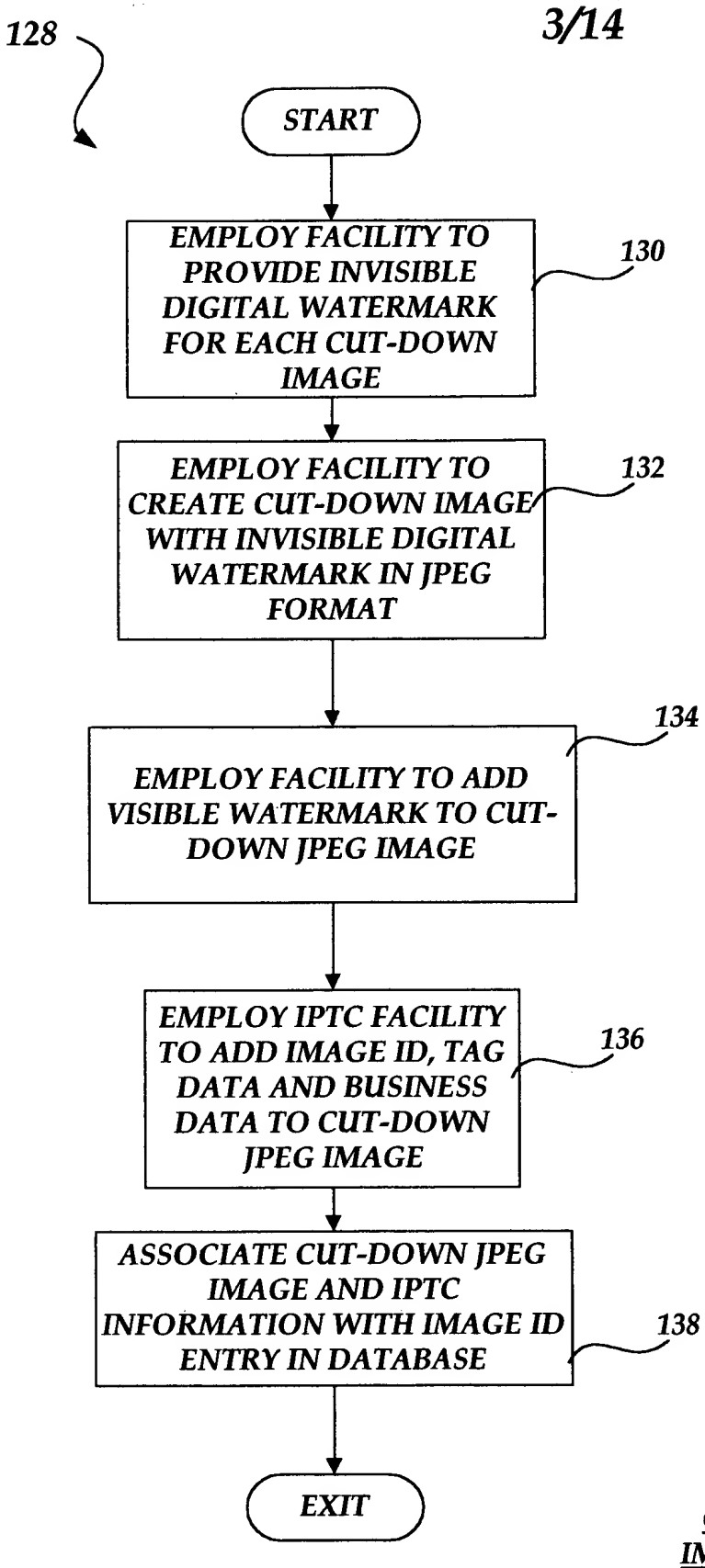

128
START
EMPLOY FACILITY TO PROVIDE INVISIBLE DIGITAL WATERMARK FOR EACH CUT-DOWN IMAGE
130
EMPLOY FACILITY TO CREATE CUT-DOWN IMAGE WITH INVISIBLE DIGITAL WATERMARK IN JPEG FORMAT
132
EMPLOY FACILITY TO ADD VISIBLE WATERMARK TO CUT-DOWN JPEG IMAGE
134
EMPLOY IPTC FACILITY TO ADD IMAGE ID, TAG DATA AND BUSINESS DATA TO CUT-DOWN JPEG IMAGE
136
ASSOCIATE CUT-DOWN JPEG IMAGE AND IPTC INFORMATION WITH IMAGE ID ENTRY IN DATABASE
138
EXIT
CUT-DOWN IMAGE W/IPTC

FIG. 3

140

DATABASE FLAT FILE W/SQL

IMAGE ID	SEND	PRINT	POSTCARD	JPEG
000001	1	0	1	1

FIG. 4A

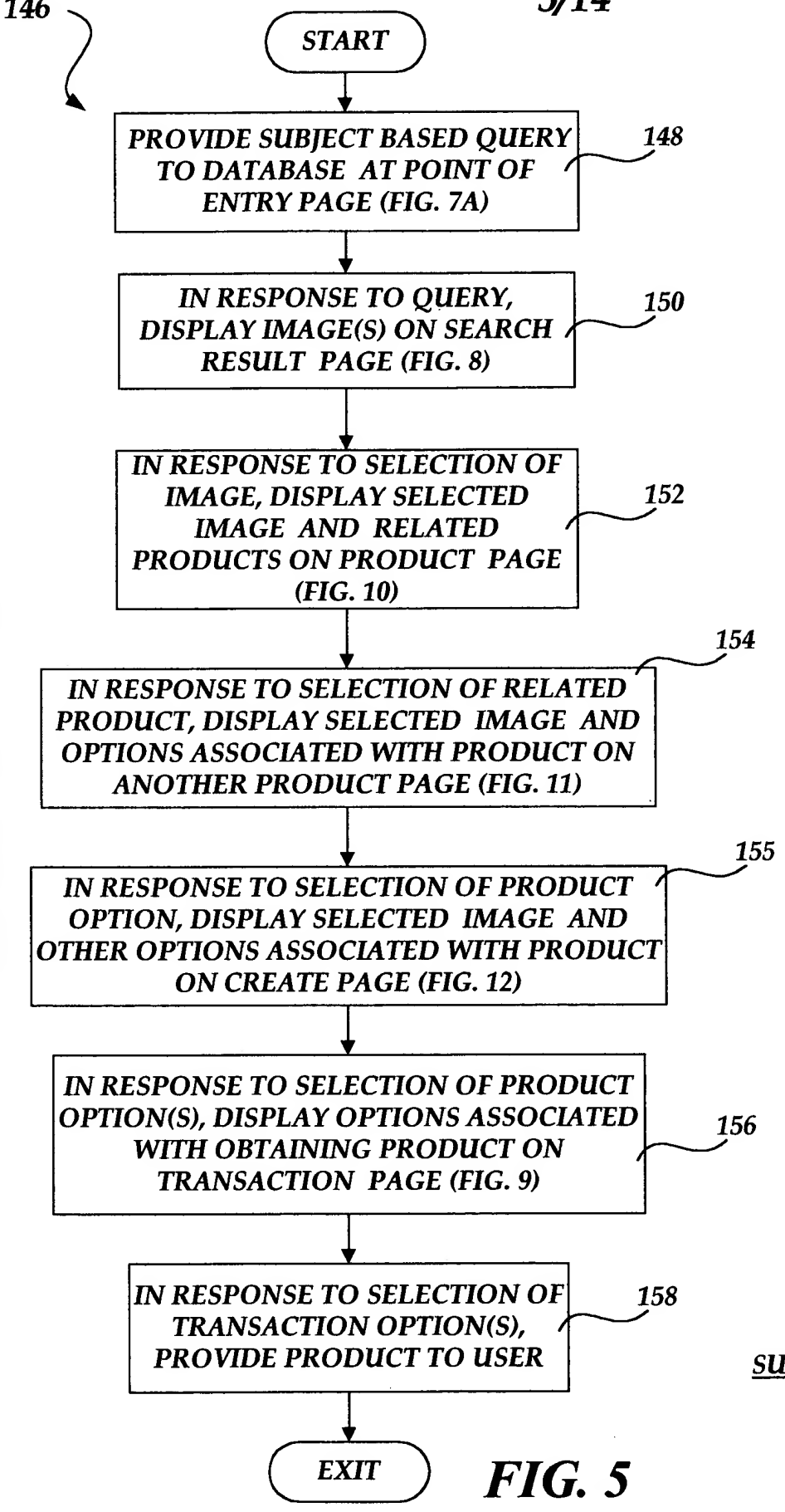
142

DATABASE FLAT FILE W/IPTC

IMAGE ID	JPEG
000001	1

FIG. 4B

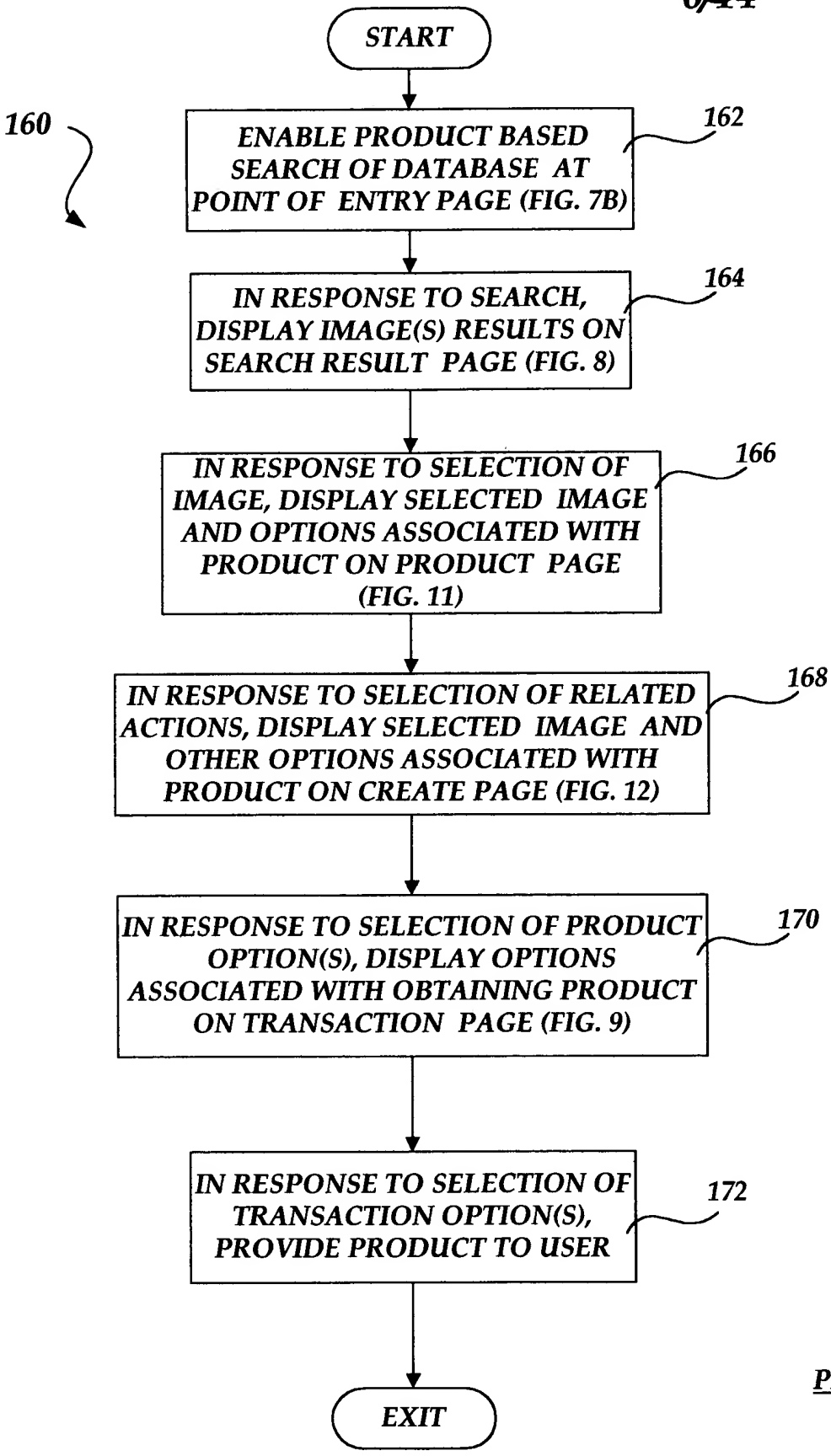
D09534.1750



SUBJECT BASED SEARCH

FIG. 5

09/2003 - 4654 - 0



PRODUCT BASED SEARCH

FIG. 6

0022000-4547560

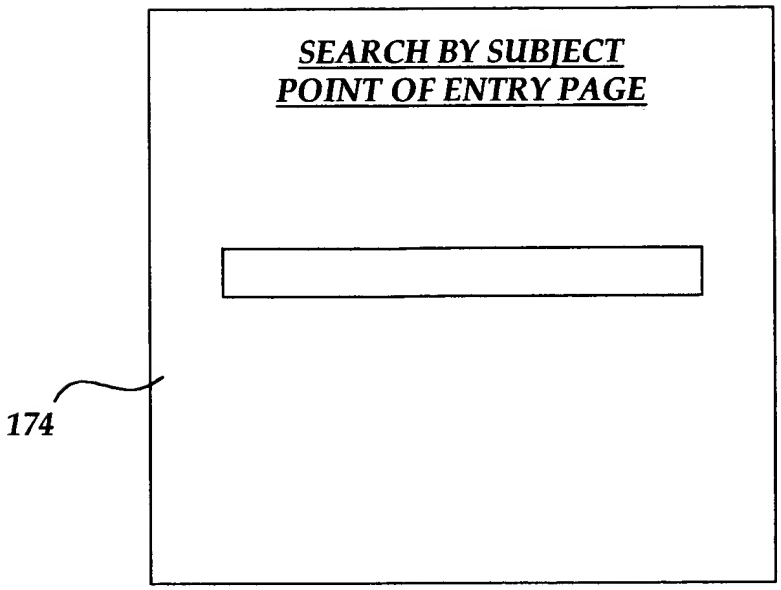


FIG. 7A

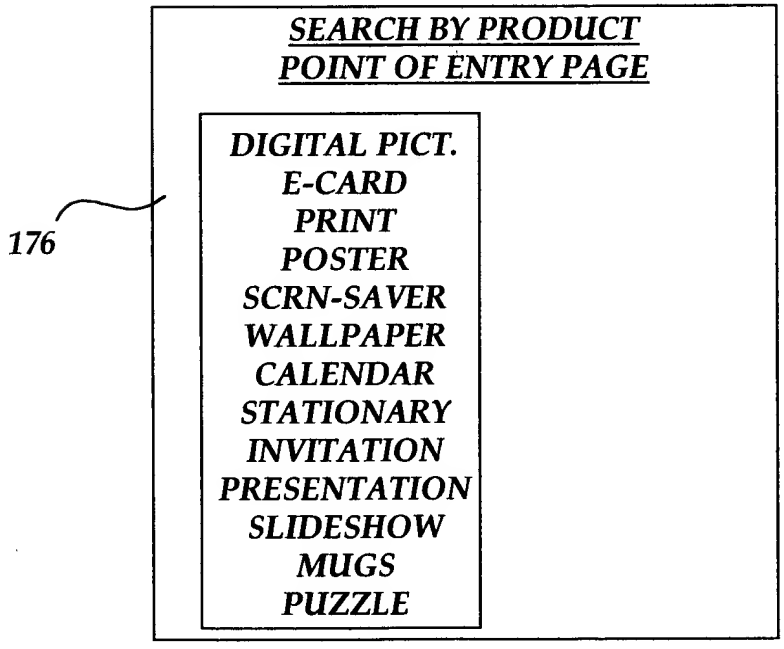


FIG. 7B

0654754.0900200

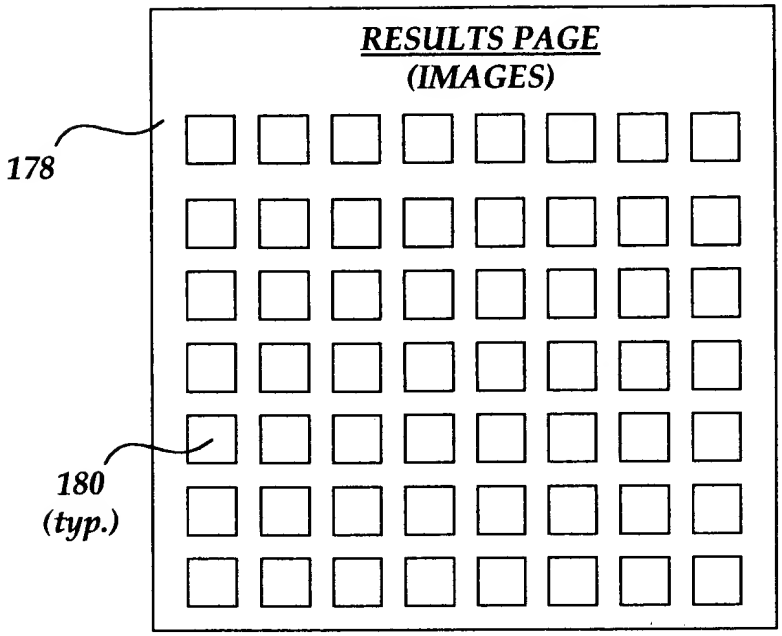

RESULTS PAGE
(IMAGES)
178
180
(typ.)

FIG. 8

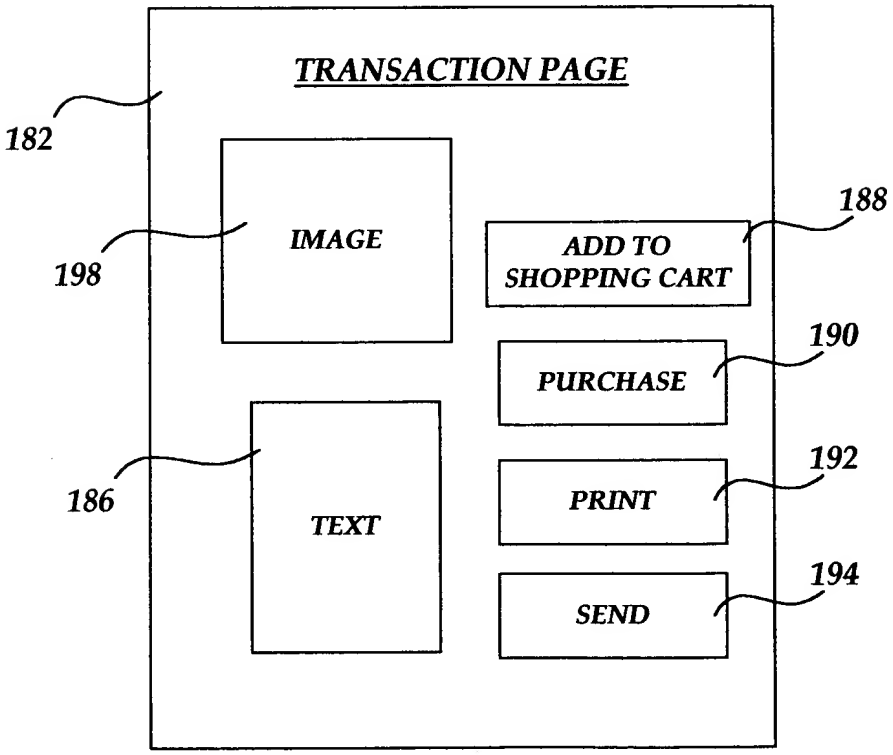

TRANSACTION PAGE
182
IMAGE
198
ADD TO
SHOPPING CART
188
PURCHASE
190
TEXT
186
PRINT
192
SEND
194

FIG. 9

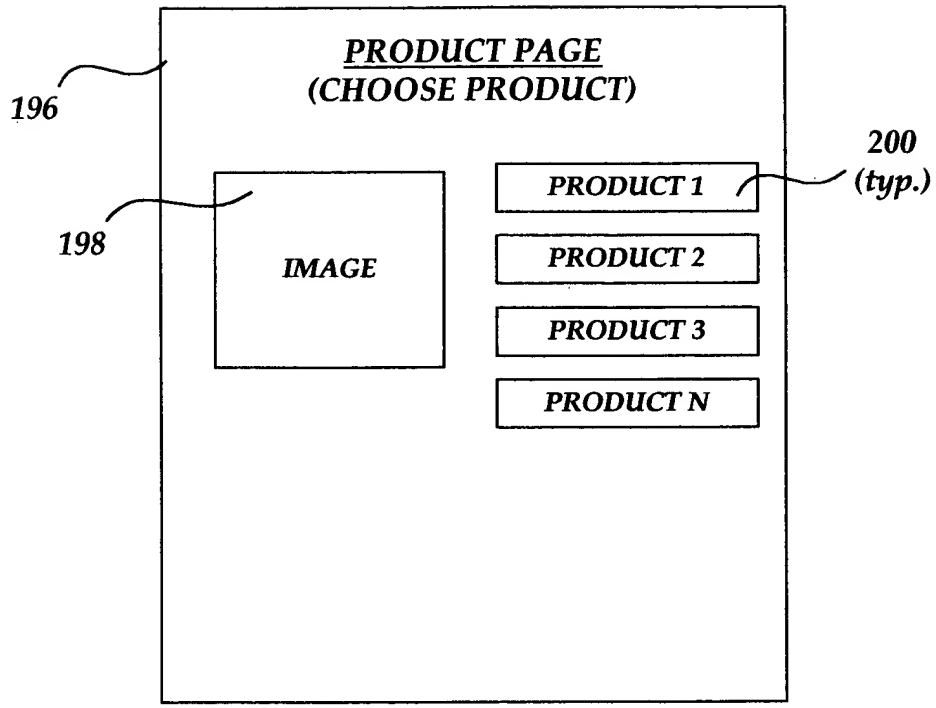


FIG. 10

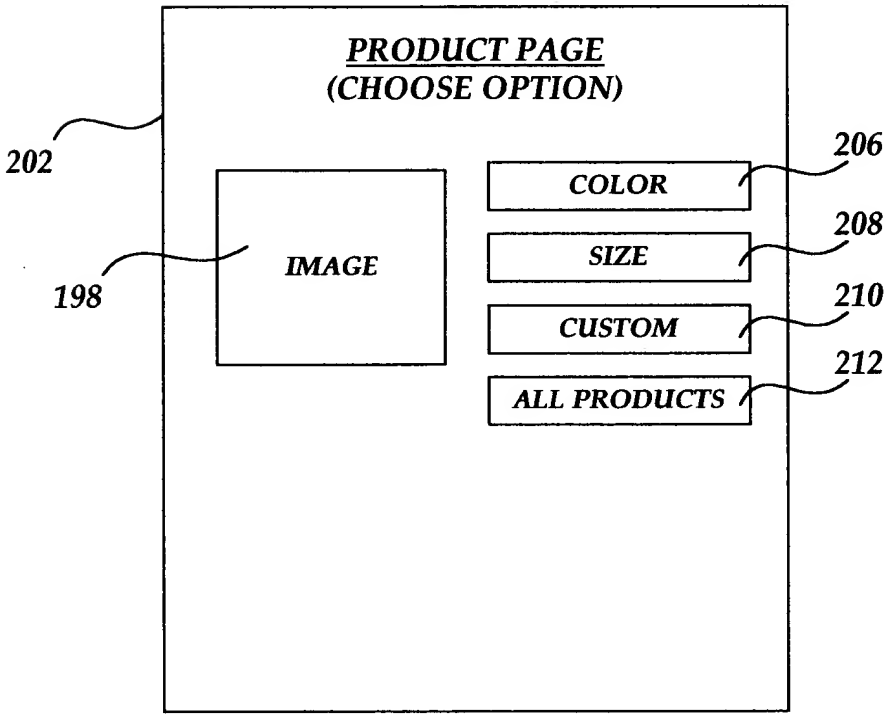


FIG. 11

DOCSTAR: 3595200

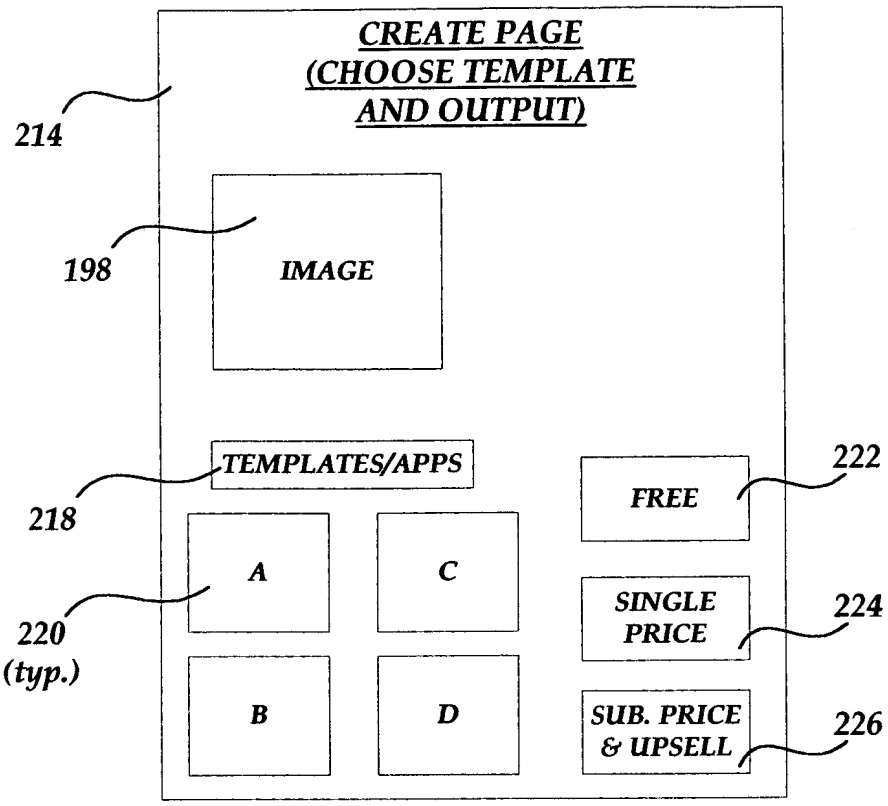


FIG. 12

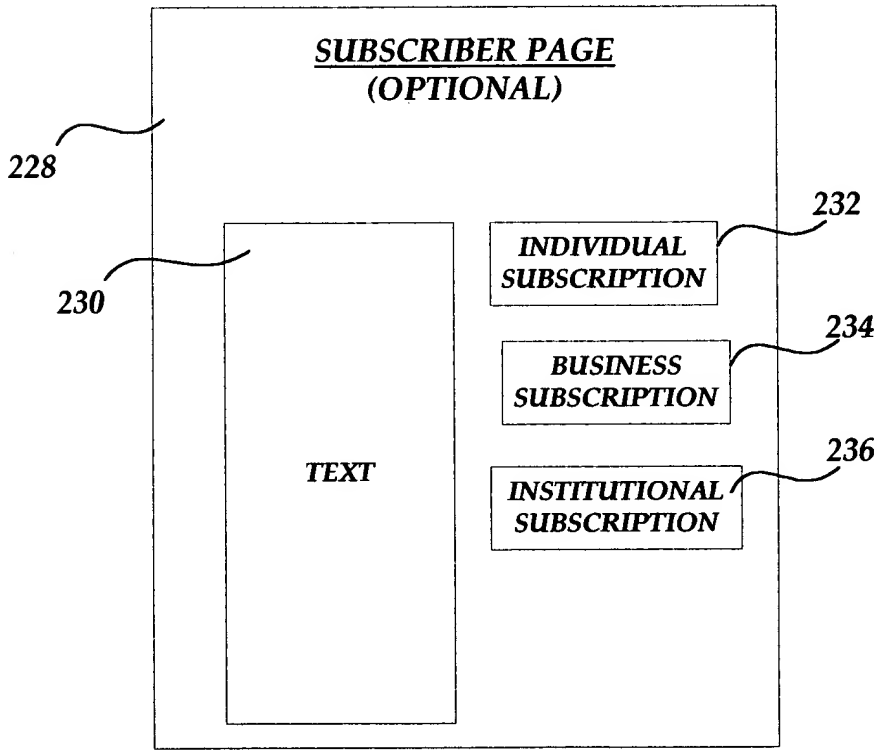
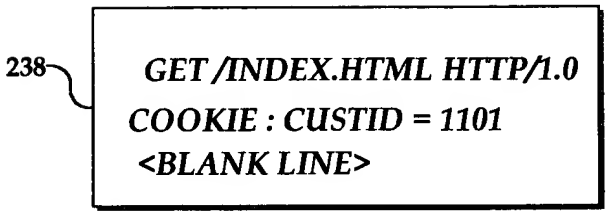


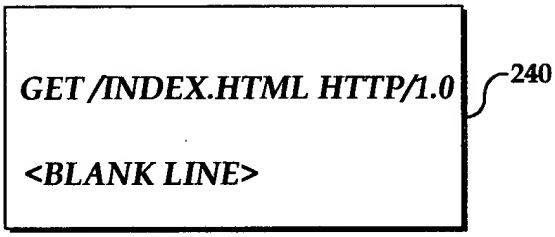
FIG. 13

09534524 - 030200



HTTP REQUEST W/COOKIE INDENTIFYING CLIENT

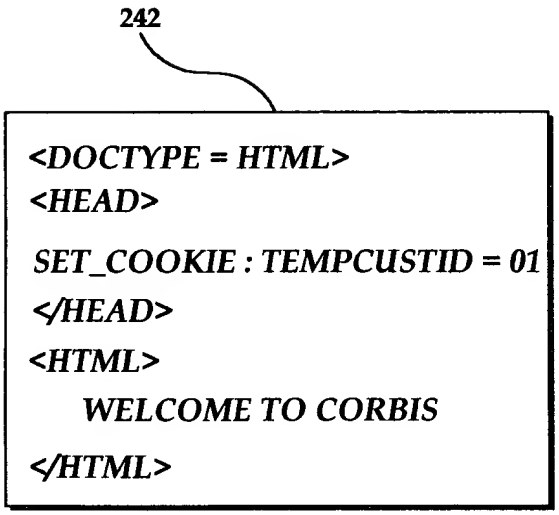
FIG. 14A



HTTP REQUEST WITHOUT COOKIE IDENTIFYING CLIENT

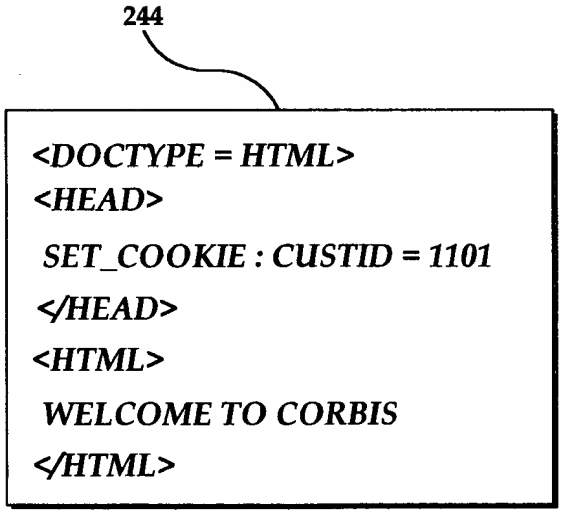
FIG. 14B

0026034.0E7E560



HTTP RESPONSE W/COOKIE IDENTIFYING TEMP CLIENT

FIG. 14C



HTTP RESPONSE W/COOKIE IDENTIFYING CLIENT

FIG. 14D

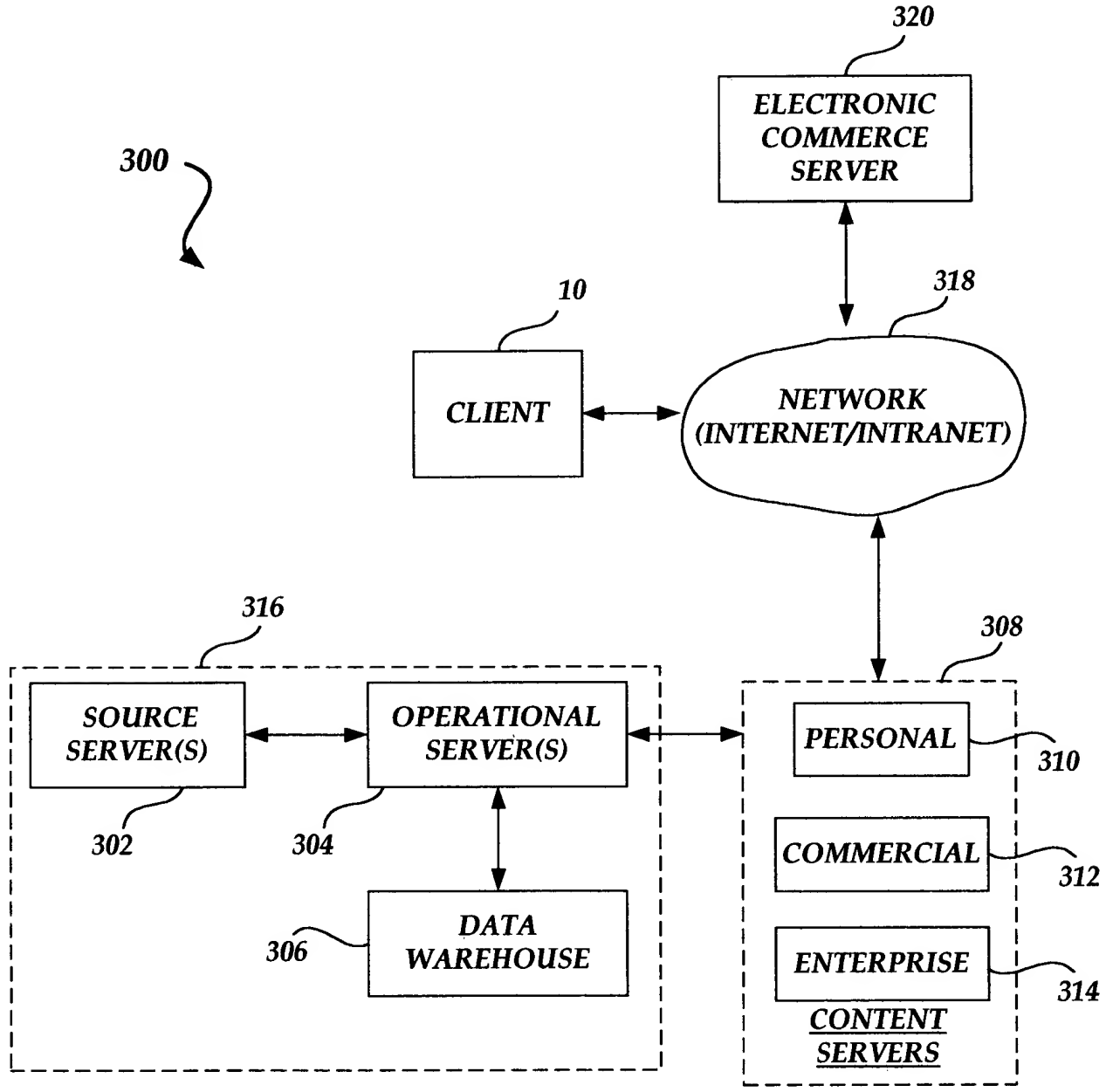

300
320
ELECTRONIC COMMERCE SERVER
318
10
CLIENT
NETWORK (INTERNET/INTRANET)
316
308
SOURCE SERVER(S)
OPERATIONAL SERVER(S)
PERSONAL
310
COMMERCIAL
312
302
304
DATA WAREHOUSE
306
ENTERPRISE
314
CONTENT SERVERS

FIG. 15

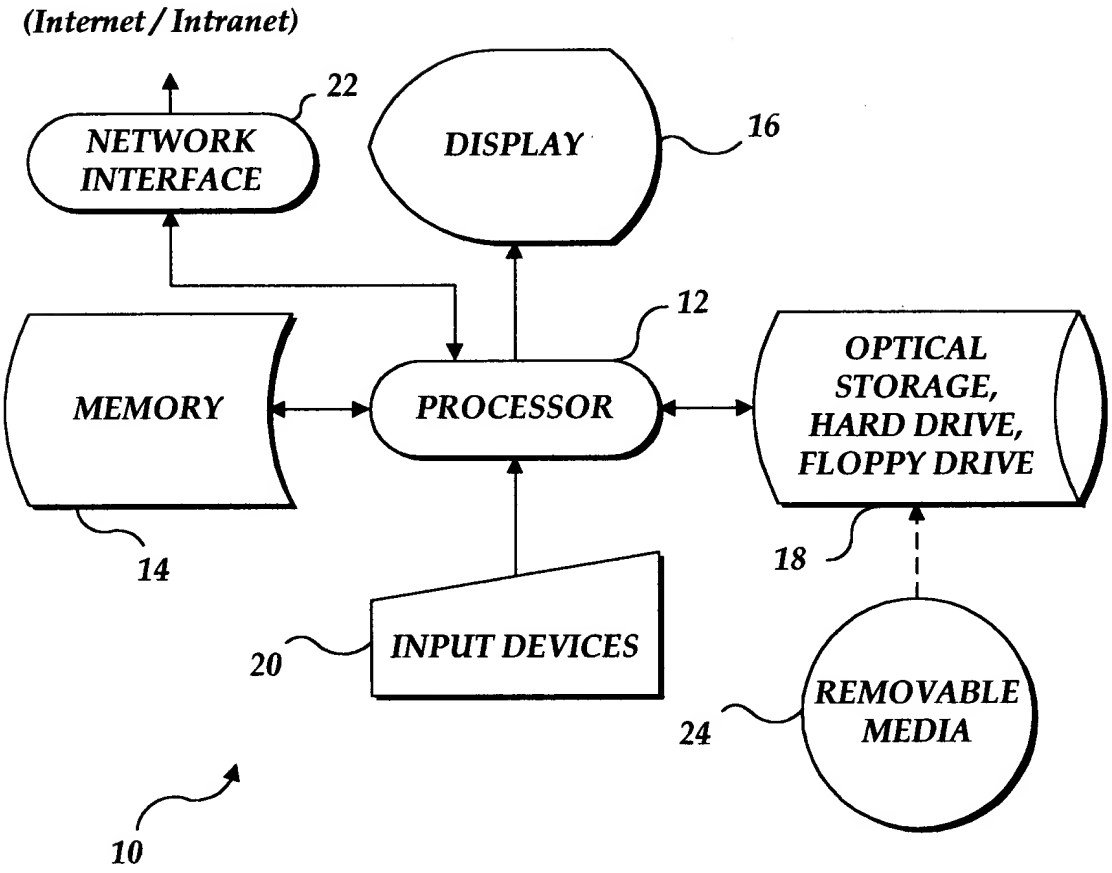


Fig. 16

09574345 - 050200

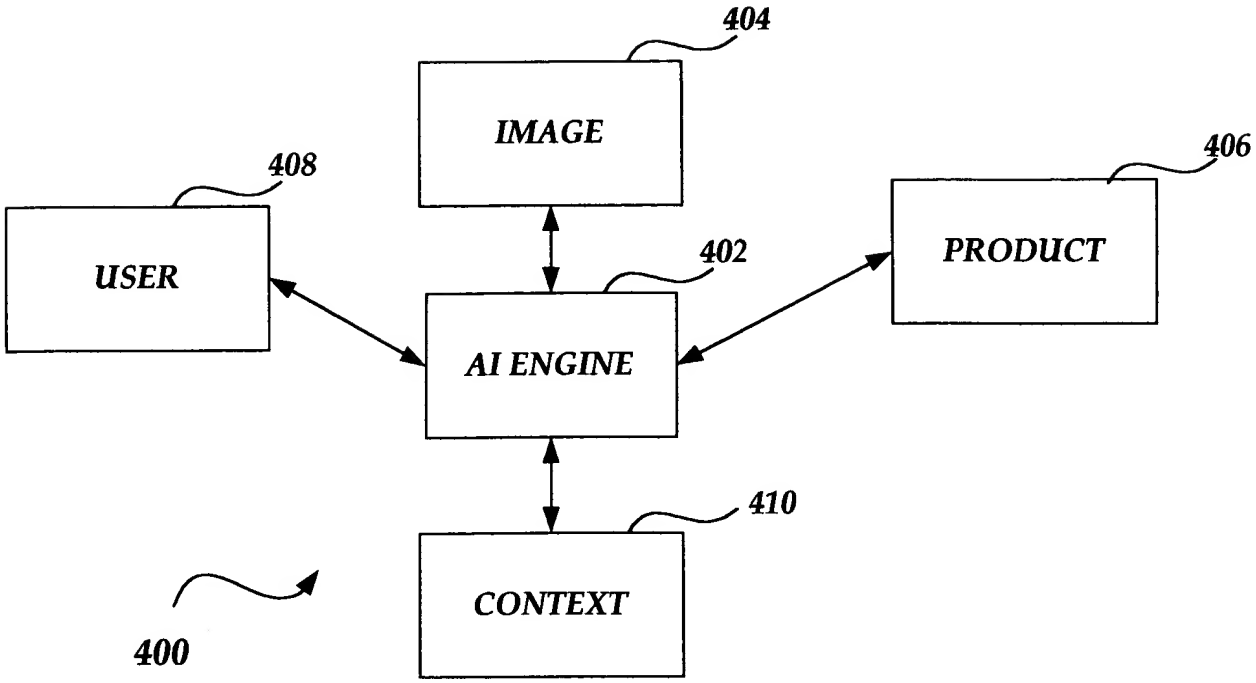

404
IMAGE
406
408
USER
402
PRODUCT
AI ENGINE
410
CONTEXT
400

FIG. 17

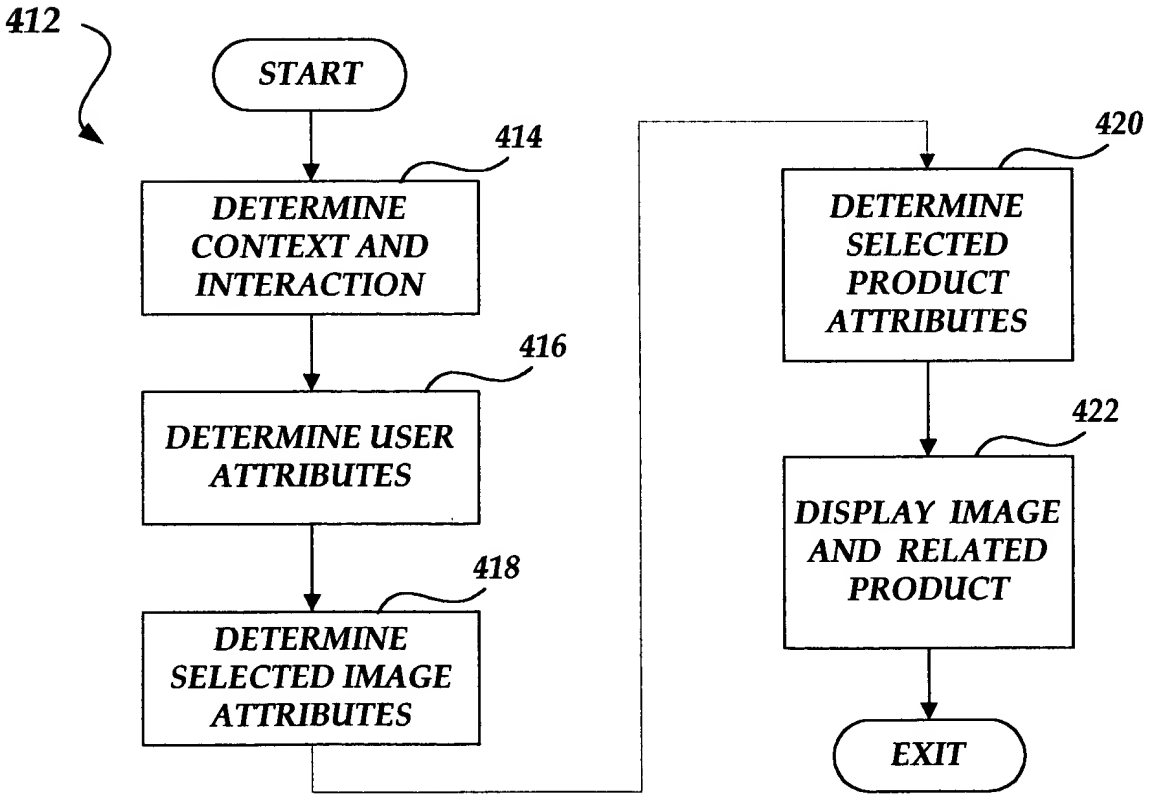

412
START
414
DETERMINE CONTEXT AND INTERACTION
416
DETERMINE USER ATTRIBUTES
418
DETERMINE SELECTED IMAGE ATTRIBUTES
420
DETERMINE SELECTED PRODUCT ATTRIBUTES
422
DISPLAY IMAGE AND RELATED PRODUCT
EXIT

FIG. 18